

#DEMAND GENERATION

TWEET

140 Insights on Powering
Your Sales Pipeline

GAURAV KUMAR

BOOK 01

A THiNKaha® BOOK

#DEMAND GENERATION **tweet** Book01

140 Insights on Powering Your Sales Pipeline

Book Excerpt

By Gaurav Kumar



E-mail: info@thinkaha.com
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

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Section I: Never Forget the Basics



Section I

Never Forget the Basics

Every organization needs to boost its sales pipeline, and your organization is not an exception. This section will help you with the basic ground rules of demand generation.

1

Good leads are the lifeblood of any company, irrespective of its size. It's every leader's responsibility to get them.

2

You can either have a solid demand generation strategy or you can believe in winning a lottery.

3

If you don't have a high-quality product or service, it is not worth wasting your time and money on generating demand for them.

4

Build it and the prospects *might* come...but you don't want to just hope for that.

Section II: Know Your Customers



Section II

Know Your Customers

Knowing your customers is NOT optional unless you want to leave demand generation to chance. Knowing who your customers are is not the same as knowing your customers. In this section, you will learn how to get into your prospects' shoes and see the world through their eyes.

21

If you don't know who your ideal target buyers are, don't expect to make a lot of progress.

22

Defining the ideal customer is not easy, but it is a necessary requirement for your demand generation programs to succeed.

23

Get in your ideal customers' shoes and identify their biggest pain points that you can address.

24

Life is going on, with or without your solution. Understand how your prospects are *currently* solving the problems you are addressing.

Section III: Profile Your Accounts



Section III

Profile Your Accounts

Dig deeper into your target accounts to uncover opportunities to engage. By profiling and mapping your accounts, you and your team will learn how to best help your customers and yourselves.

41

Not investing in account profiling is the fastest way to squander a precious meeting opportunity.

42

Right account mapping exercises will not only prepare you to pursue obvious opportunities, they might also reveal hidden possibilities.

43

A lot of information to develop a solid account map is available online. Of course, you should know where to look.

44

Verification of facts is equally important as good research.

Section IV: Nurture Your Leads



Section IV

Nurture Your Leads

Anything that you don't pay attention to will slowly disappear. Your leads need to be nurtured throughout their lifecycle. Not all leads are ready to buy today, but if you don't nurture them, they won't be there to buy from you when they are ready.

61

Either you nurture your prospects or you lose them. The choice is yours.

62

Invest in lead nurturing to convert your cold and warm leads into hot leads.

63

Ensure that every meeting generally ends with a date for the next meeting to keep making progress.

64

Keeping in touch with your prospects regularly is not an expense, it is a long-term investment.

About the Author



Gaurav Kumar is a well-recognized demand generation expert. He is currently the founder and CEO of Beyond Codes, which offers demand generation, account profiling, and contact discovery services for several high-profile companies in the U.S., Europe, and the Asia Pacific. Under his leadership, Beyond Codes builds aggregate pipelines worth several hundred million dollars for its clients.

A serial entrepreneur, Kumar is also the founder of Entertainment Ecosystem Inc, one of the leading online radio stations targeted at the South Asian diaspora. He has been associated with various TiE chapters for over 15 years and is currently part of Executive Council of TiE Southern California. He is a sought-after speaker on demand generation.

Kumar holds an MBA in General Management. He loves to travel; play golf socially; and spend time with his beautiful 3-year-old daughter, Bani.

Kumar can be reached at gaurav.kumar@beyondcodes.com.

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140 Insights to Help Companies Power
Their Sales Pipeline Now & in the Future

"Gaurav Kumar has been a friend and guide. I have learnt a lot from him as I have seen him grow and nurture his creations with passion, energy, drive, and entrepreneurial spirit. Kumar's insight into what it takes to grow a business—the entire chain of not forgetting the basics to knowing your customers to training and quality—almost seems like the Apple story! Kumar gets it and is willing to share his success story in an easy-to-read, practical, and pragmatic manner!"

Piyush Singh, Senior Vice President & Chief Information Officer, Great American Insurance

"#DEMAND GENERATION tweet contains concepts that are core to demand generation. Built on several successful years of demand generation experience, Gaurav alludes to simple but powerful concepts that can drive productivity and overwhelming customer success!"

Amubhav Saxena, Vice President & Global Head, HCL

"#DEMAND GENERATION tweet reviews what every sales and marketing professional needs to know about how and where to find customers. This book is filled with practical ideas that can increase sales results. In a loud, chaotic world, these ideas can help a sales professional find his or her voice."

Bryce Hayes, Senior Vice President of North America Sales and Client Services, HGS Inc.

"I was a client of Kumar's at a previous company. He heard 'No' or 'Not now' many times. But, when the need arose, he was the first one I called to say 'Yes!' The principles in this book explain why. The format is perfect for today's business world; guaranteed you'll have at least a couple 'aha' moments. I certainly did."

Curtis F. McCosh, Vice President, Millbrook Inc.



GAURAV KUMAR holds an MBA in General Management and is a well-recognized demand generation expert. He is currently the founder and CEO of Beyond Codes, which offers demand generation, account profiling, and contact discovery services. Kumar can be reached at gaurav.kumar@beyondcodes.com.

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